



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF BACHELOR OF ARTS IN APPAREL
DESIGN WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

**ADI 404: PROFESSIONAL PRACTICE IN INTERIOR
DESIGN**

Date: 18th April, 2016

Time: 11.00 - 1.00pm

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other TWO in Section B.**



SECTION A IS 40 MARKS

ANSWER ALL QUESTIONS IN THIS SECTION

1. a) Briefly explain the work of an interior design professional association. **2mks**
b) Define the term code of conduct. **2mks**
c) Describe briefly six responsibilities a professional designer has to the public. **6mks**
2. a) Suggest five steps to consider before starting an interior design consultancy firm. **5mks**
b) Give five advantages of consultancy in interior design practice. **5mks**
3. a) Define the term etiquette. **2mks**
b) Outline eight characteristics of a professional interior designer. **8mks**
4. a) State two roles of networking as a designer. **2mks**
b) Briefly explain factors to be considered before choosing location for interior design practice. **8mks**

SECTION B -30 MARKS ANSWER ONLY TWO QUESTIONS IN THIS SECTION. EACH QUESTION IS 15MKS

5. Most thriving practices have a strong client base and steady stream of referrals explain in details how this is achieved. **15mks**
6. Being a member of a professional association has many benefits enumerate five benefits a member stands to enjoy. **15mks**
7. As professional explain in details how an angry client can be handled. **15mks**
8. Describe five strategies professional interior designers are likely to use to price their products and services. **15mks**